



ATRI News

January/February 2010

President's Perspective

Joe Watson, ATRI President

Open Swim at the Pools

Automotive salvage pools are becoming less restricted and more open to the public. This is a statement of fact. How will this affect the markets, who are the parties it will affect, and how will it affect them? Considering the enormity of the question let us limit the scope to vehicles with Salvage Titles in the state of Illinois.

The four players in the restricted salvage pools are the insurance companies, the auction facilities, the auto recycler, and the auto rebuilder. Let's explore the reasons for the restrictions in place in the salvage pools. The insurance company has decided through mathematical calculations that certain vehicles are unrepairable given the cost of the materials and labor to repair the vehicle correctly. These vehicles are 'branded' with a salvage title, which under current Illinois law restricts the sale of these vehicles to licensed auto recyclers, licensed auto rebuilders, or exporters. The laws in Illinois regulating to the eligibility requirements of who can purchase these vehicles date back to the 1980's. Back in the 1980's auto theft was rampant, thieves would steal vehicles, strip them of expensive to replace parts, abandon the vehicles, then purchase them back at auction replace all the parts



they removed, and sell the vehicle. There were also many news reports about vehicles that were repaired by substandard, unqualified people who were selling the repaired vehicles to the unsuspecting public. When enough damage was done, enough lives were lost, the media decided to shed light on the problem, and the Illinois Legislature put into place

restrictions limiting to whom the salvage could be sold. The laws in Illinois were to become the template from which other States would create their laws regarding automotive salvage. One of the interesting aspects of the legislation was that it was the Illinois Recyclers who spearheaded the cause, asking to be licensed and regulated by the State of Illinois in order to assure that total loss salvage vehicles be responsibly recycled.

The new venue for the salvage pools is the internet, and the internet, as we know, breaks down many barriers. The requirements of proof of being a licensed recycler or rebuilder are not consistent across state lines. What may be acceptable for a license in Iowa may not be acceptable in Illinois, however Interstate commerce requires that an Iowa

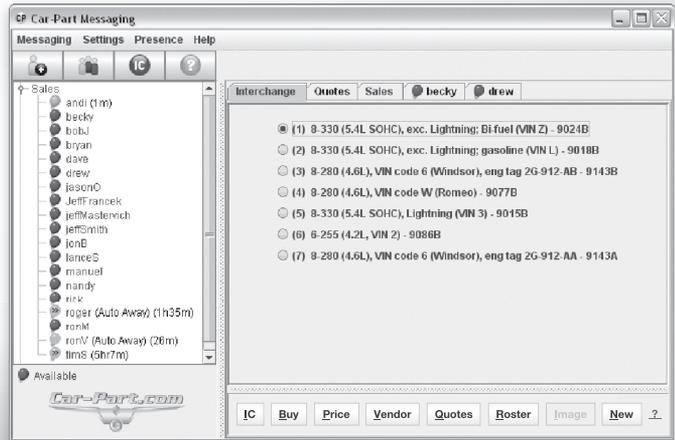
President's Perspective continued on page 4...

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Articles may be edited for length and format.

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... *President's Perspective continued from cover*

recycler/rebuilder be given the opportunity to do business in other states, such as Illinois as long as they comply with the regulations of that state. Remember the internet reference? This would mean that an individual in a state who has virtually no requirements for having a recycling license or does not even have a recycling license, would be unrestricted to whom they sell to as long as the auction takes place in the lightly/unrestricted state. The unrestricted state is called the internet. The auction company establishes their business in an unregulated state, declares that no matter where the vehicle is physically located, the auction is taking place in cyberspace, so the only laws that must be obeyed are the laws in the state in which the auction company resides in. Is this fact? It is an opinion that I am sure will soon be played out in a courthouse. I would tend to think that once the auctions are strictly internet based and no longer are you able to bid at the auction in person, then the auction company would have a fair argument that would at least get them in the door.

Why remove restrictions on who can purchase salvage? For the insurance company, it would mean that the revenues received from selling vehicles at auction would be higher. Once more buyers enter the market with no change in the number suppliers, the price of the product increases. The auction would also receive higher revenues because

they receive a percentage of the price the vehicle sells for at auction, along with buyer's fees, loading fees, shipping fees ect. The licensed recycler and the licensed rebuilder will expect to pay substantially higher for the cost of the vehicles, however the unlicensed recycler and unlicensed rebuilder now have access to vehicles they never had before. For the general public, they are now able to have access to vehicles for a substantial decrease in cost to them. Seems like a no brainer; the insurance companies win, premiums decrease, the general public has access to cheaper cars, and premiums decrease.

Before we jump on board, let us examine the repercussions of removing restriction. Without the restrictions placed upon who may purchase the salvage vehicles, we have just created a situation where there will be no safety concerns. With no restrictions on who can purchase a salvage vehicle, who the insurance company, with its vast resources has determined the vehicle cannot be properly repaired cost effectively, the unsuspecting public will once again find themselves in the same situation as they had in the 1980's. We will have vehicles repaired in a substandard method placed back on the roads, we will have an increase in auto theft, we will have an increased number of vehicles with reuseable auto parts exported, we will have gone full circle back to the 1980's and many people will die in unnecessary accidents until we realize the foolishness of the decision to un-regulate the automobile salvage pools.

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***"If you never accept a
challenge, you will never feel
the excitement of victory."***

***Anonymous
Attitude is Everything***



Executive's Viewpoint

Michelle Lechner, Executive Director

By the time you read this letter you will have put another holiday season behind. Does everyone get in the mind-set of having a new year's resolution? I know I do. As far as the recycling industry I can think of many issues that are certainly at the forefront. I guess there is always an issue that needs addressing and that is where ATRI can help. The ATRI office has been busier than ever with phone calls on many issues. A few that come to mind are: Cash for Clunkers, unregulated buyers at the salvage pools, mercury switch programs (ELVS), airbags, NMVTIS, I really could go on and on.

Another issues that we are facing in 2010 is model legislation on aftermarket parts. The National Conference of Insurance Legislators (NCOIL) is looking at a bill which includes salvage non-deployed airbags. This is a very good place to start and we will see what happens and will be watching its progress. I attended the Collision Industry Conference (CIC) in Las Vegas this year. The idea is to get our name out there with that industry and I must say we need to be. It only makes sense to me that we need to have a better working relationship with that industry. I met with a lot of people and attended an all day conference that was very informative. I invited many of them to attend the CMARC convention April 30/ May 1st.

I think the wave of future in this industry is going greener all the time, which is one of the reasons we are so glad to have the ILL Green Car Program. You have been reading a lot about it if you are reading the ATRI newsletters. We are hop-



ing more and more come on board with the program. It truly is a great effort and I would think all of you would want to be a part of it.

It does seem that the auto recycling industry is much more in the spot light these days, and there is always something new to learn about, and possibly challenge. I am very proud to have been able to assist so many with

the questions and problems they are facing. My phone here at the ATRI office rings every day with either a question, someone looking for direction, or just to discuss ongoing issues of the day. I am thankful for the ATRI board of Directors, who continually devote their time to make sure you are receiving the richest that ATRI has to offer. This has been a good year for ATRI as we have continued to grow and grow. An association takes a strong commitment for all of you so please continue on with us and be a part of your association and make a difference. I hope we all continue to work together on the issues at hand and provide you with all that this association has to offer.

For 2010 look for ATRI to have a program completed with Waubensee College for the auto recyclers of tomorrow. Waubensee College will offer classes for your existing employees as well as programs for those just getting started. The result will be better employees and that insures better quality overall and better service to your customers. With everything this program has to offer, it is a win win situation, and it is appropriate that these options have been made available for you through ATRI.

ATRI will continue to provide you with the lat-



Auto & Truck Recyclers of Illinois Association News

Page 6

January/February 2010

est and greatest in the industry. This year's convention, CMARC, is the buzz. This will be a great opportunity for all of you to network, learn what works and what does not. Attend round table discussions that I am sure will be of great interest to you. As far as the fun part now is your time to begin planning for the demolition derby; the event everybody is talking about. Please join us April 30 / May 1st in Des Moines, Iowa as the first CMARC commences. This event will be worth the \$99 it will cost you for 2 days of seminars, the tradeshow, all three of your meals, and of course, free beer. Please see the advertisement in this newsletter and watch your mail for registration information.

Lastly, I want to thank RJ McClellan, Inc, and their staff, for our newsletter. They do a great job

getting the word out, but without those who buy advertising for it, we would not have the benefit of their services. Please support our advertisers. I also want to thank all of you for acknowledging the newsletter and taking time out of your day to call me to say that. If you have an article you would like to share please send it. I am always looking for industry news we can use.

My very best to you all in the New Year. I hope you strive to make it the best ever.

Cheers,
Michelle Lechner
Executive Director

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Illinois Green Car Program (Illinois Certified Automotive Recyclers)

Illinois Green Car recognizes and certifies that the member meets certain criteria in terms of environmental impact, safety, licensing and other regulatory standards as well as general business practices. This program is endorsed by the Illinois EPA and is cost effective. For just \$50 a year you can become CAR certified through the National Association. ATRI has an established a working relationship with Illinois EPA so if you have questions for them but don't want to call, ATRI will be glad to make the call and provide you the answers.

ATRI Legislative Committee oversees legislative issues pertaining to Illinois auto recyclers. Through the Committee, ATRI engages in lobbying efforts and has established relationships with government agencies including the Secretary of State of Illinois.

Education and Training Opportunities

ATRI provides training throughout the year. Additionally, ATRI provides educational programs, social events, yard tours, and networking with fellow recyclers. Opportunities to network, share and learn from other recyclers. See what works and what does not.

ATRI Newsletter is published 6 times a year

The newsletter is currently mailed to all recyclers in Illinois. The newsletter includes industry news, a complete listing of the membership, updates on legislative and environmental issues and lots of other interesting information I am sure you will find useful in your day-to-day business operations.

CMARC Central Midwest Auto Recyclers Convention and trade show held annually

This event rotates between Iowa, Illinois and Indiana. This event is designed to bring recyclers and vendors together from all over to network, educate, and provide and encourage camaraderie. We invite our fellow recyclers from surrounding states to attend our convention and trade show, which clearly makes CMARC a regional show like none other.

Website and staff accessibility, www.illinoisautorecyclers.com

- All members are listed on the website with all of your information, including a link to your website, if available.
- Newsletter archives
- Calendar of Events, as they are scheduled.
- Parts Search, an opportunity for each member to sell parts.
- Suppliers list, a complete list of suppliers, associate members of ATRI.
- All contact information for the ATRI Board of Directors and Staff.
- Staff accessible to answer all your questions, or find the answer for you.
- Information friendly, ask ATRI to email the membership with an article or question you may have.

ATRI is a member of the Automotive Recyclers Association, the National association for auto recyclers. ATRI is active by participating at the ARA conventions and sharing that information with ATRI Members.

All Illinois recyclers encouraged to join ATRI and make a difference by getting involved. Support your state association and reap the great benefits of the membership.



Auto & Truck Recyclers of Illinois

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Ed Coultas with Grandson Christopher

The 2010 dues notices have gone out so if you did not get one please notify Michelle in the ATRI office at 877-880-2874



CIC and NACE Recap

By Joe Watson

I attended the CIC/NACE show this year in Las Vegas. This was my first time attending these shows and I must admit I was pretty impressed with the information available. For those of you who don't know CIC is the Collision Industry Conference, and NACE is the acronym for International Autobody Congress & Exposition. Why would an Auto Recycler attend a conference as well as take classes intended for the Collision industry? The answer is simple; we need to know the language that our customer's speak. We need to know where the sectioning places are in vehicles; we need to know how they put vehicles together so that we can better understand how to take them apart, we need to know what the new advanced metal are, and where they are located. We need knowledge. We need to let the collision industry know that we want to open the lines of communication.

While attending several of the classes, the instructor asked us to introduce ourselves and tell where we were from and what our business focus was. I was the only Auto Recycler in all but two of the classes, and the two classes that had recyclers dealt with the use of recycled auto parts. The mes-

sage that I got from the people in the classes were that the use of recycled parts was on the rise, however each one of them had a horror story about ordering a recycled part and getting 'junk'. I asked how the issue was resolved and several explained that they sent the part back and never called the recycler again. There was not an issue with the customer service, or the return policy, but they decided in that one transaction, that recycled parts were of poor quality. I nodded and asked if they ever received a new or reconditioned part that had failed. The answer was yes, and when I asked how those suppliers handled the problem, they laughed as they saw where I was headed. The concept was that if those new parts went bad, it was a fluke, if the recycled part went bad or did not solve the problem, it reflected on ALL recycled parts.

The collision industry does have substandard repair facilities, professional s in the industry knows this and they are working hard to get the good shops certified, trained, clean, environmentally responsible, and fair, the list goes on. The top quality shops that don't deserve the reputation of the substandard are lumped in with them... does this sound at all familiar? I had to laugh, they were treating the Auto Recycler, just the same as those shops hated to be treated, lumped in with substandard businesses.

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there is a solution -
over, under, around,
and through.”***

***Anonymous
Attitude is Everything***



Auto & Truck Recyclers of Illinois Association News

January/February 2010

Page 11

We as Auto Recyclers need to get out and become trained, we need our employees and coworkers trained, we need those certification certificates, we need the networking training provides. When we network, we share concepts and establish a commonality between each other. We find out that we have the same issues, and that we each understand the problems each other faces. Once this happens we need to talk to the repair and collision shop owners as well as the technicians, explain why it makes sense to buy recycled products. Show them the difference between a reputable recycler and a substandard facility, once that happens we will see a greater acceptance of recycled auto parts, and with that comes an increase in sales and profits. Being a member of you state trade association brings credibility, sharing that common thread of responsibility can go far to fos-

ter the good will that we have and will continue to build as our relationship inside our industry grow.

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Terry Charron, Branch Manager
Auctions: Wednesdays, 9:00am



Does Your Facility Have Red Flags?

By David Kendziorski

Illinois Green CAR Program Manager

The best part of my job is having the opportunity to visit hundreds of recyclers each year to check and verify their compliance with certification program standards. Typically, I'll first enter the office, meet with the manager or owner, and then walk through the operation. I try to be careful to avoid rushing to judgment, but I can't help it: upon arrival, it usually takes me only minutes to determine whether the facility is a professional business that is committed to meeting industry standards, or whether it's a facility that is trying to do as little as possible to stay out of trouble (and pass the audit). Contrary to popular belief, my experience is that the state of the economy, or even the financial success of the business, has little impact on the compliance status. Rather, the level of compliance seems to directly relate to the work culture set by the owner.

Here are the red flags that often provide an initial indication that the facility is struggling to comply with standards and regulations:

- ✓ *Nasty attitudes.* Owners and managers who constantly complain about government regulations, unfair competition, the economy, their industry, and even their own employees

do not establish a workplace that promotes positive compliance. Their workers are often frustrated and frequently take shortcuts.

- ✓ *Poor customer service.* Rude telephone etiquette and unhelpful counter salesmen indicate trouble. Signs such as "No Returns – No Exceptions!", "If You Decide You Don't Want the Part, You Now Have a Spare", and "KEEP OUT!" do not exactly welcome customers. Cramped and dirty retail sales areas are not customer friendly. Bad customer service often accompanies bad business practices.
- ✓ *Dirty workers.* You've seen the guys whose arms and clothes are totally covered in grease. Umm...let's not shake hands. Messy workers = messy yard.
- ✓ *Oil stains.* Excessive oil stains on the ground or pavement are an obvious indicator that too many fluids are being released, and the workers are not bothering to clean them up. This is the ultimate red flag, and potentially could lead to a spill violation or even worse, trigger an investigation and remediation order.
- ✓ *Badly leaking equipment.* Poor preventive maintenance leaves an oily trail that cannot be missed.
- ✓ *Open fluid containers.* Fluid containers without covers or caps are not only illegal, but they are accidents waiting to happen.
- ✓ *Mud!* Muddy shoes, roadways, vehicles, and equipment. Customers can find the yard by following the path of dirt.

Thankfully, certified auto recyclers are courteous, professional, and clean. Red flags are becoming rarer. Progress!

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It Takes a Village

By David Kendziorski

Illinois Green CAR Program Manager

Owning and managing an auto recycling facility that protects the environment and worker safety takes a village...and more. It takes enlightened leadership, dedicated employees, industry advocates (like ATRI and ARA), problem-solving non-profit organizations, fair minded regulators, and smart policy-makers. Successful recyclers will learn how to work with all of these stakeholders to develop innovative, consensus-based solutions to our industry's most pressing problems. Innovation can sometimes lead to faster, cleaner, and better solutions that actually are less costly than conventional practices.

Given today's fast-paced marketplace and complex technical issues facing the recycling

industry, coupled with many companies simply struggling to survive, it is more important than ever that the recycling industry reach outside its walls and work collaboratively with stakeholders. Issues such as storm water permitting, airbags, CFCs, and mercury switches will challenge both large recycler corporations and mom-and-pop shops. Companies will grapple with how to comply with ever-increasing regulations without shifting too much focus away from the core profitability of the business. How do you invite fresh thinking and new ideas without legitimizing objectives that might be in direct conflict with ours?

The answer is by connecting and creating partnerships that are committed to solving shared fair and reasonable solutions.

The Illinois Green Certified Automotive Recycler (Illinois Green CAR) program will bring the village together. It provides the organization, credibility, and technical expertise needed to open doors, share information, persuasively present our industry's position, explore other options, and ultimately craft practical solutions that are widely-accepted. Consider joining the Green CAR program. For an annual fee of \$350, each Green CAR participant receives compliance assistance, the Green CAR Guidance Manual, help in meeting 27 industry-leading safety and environmental standards, certification verified by on-site audits, a Green CAR certificate, and the annual report. Most important, you will receive professional guidance that is specific to your facility, you will have the opportunity to closely interact with Illinois' best recyclers, and you can help build the village.

Illinois Green Car Members

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**Illinois Green Certified Automotive Recycler
(Illinois Green CAR)
Application Form**

Owner/Contact Name(s): _____

Business Name: _____

D.B.A. (If applicable): _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Mailing Address (if different): _____

Phone: _____ Fax: _____

E-mail: _____

I wish to apply for Illinois Green Certified Automotive Recycler (Illinois Green CAR) certification.

I agree to meet the Illinois Green CAR standards.

I agree to participate in the Illinois Green CAR auditing program to verify compliance with the Illinois CAR standards.

I agree to pay the Illinois Green CAR membership fee as established by ATRI.

I agree to comply with the following guidelines:

- Be a member of ATRI, and meet the membership requirements.
- Appropriately display applicable Illinois Green CAR program identity and promotional materials. I agree to surrender same if ATRI membership is canceled or terminated.
- Improve my effectiveness as a business person and professional automotive recycler either through business courses and seminars offered by ATRI, or by recognized colleges and universities.
- To not knowingly purchase and/or sell automotive parts of questionable origin. An Illinois Green CAR member should take pride in his industry and business, thereby enhancing quality, customer service and confidence.

I understand that as the automotive recycling industry changes, the requirements to be an Illinois Green CAR member may also change, I agree to incorporate any such changes in my business. If I fail to do so, my Illinois Green CAR membership will be subject to termination.

Business Owner Signature: _____ Date: _____

Staff Use Only: _____ (date received by ATRI)



15 Customer Service NO NO's

By Nancy Friedman

Throughout the years, we at Telephone Doctor have gathered up all sorts of information using surveys and finding things that frustrate customers. From these lists we have been able to bring you the vignettes in our DVD programs. And that's what makes Telephone Doctor programs so 'real.' It's because they are. The segments produced within the DVDs aren't 'made up' – they're from YOU. Things, events and situations that have happened to you, me or we have witnessed.

Often times I've had things happen in a service situation that I know if we produced, people would

think, "Oh no, nothing as bad as that could ever happen." But we know it does, right?

So, this month we have culled together a list of top Customer Service NO NO's; a combination of things that the customer doesn't like.

I'm sure there are more; however, these rank as the top 15.

1. Employees are having a bad day and their foul mood carries over in conversations with customers. (Everyone has bad days, but customer service employees need to keep theirs to themselves.)



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Auto & Truck Recyclers of Illinois Association News

Page 16

January/February 2010

2. Employees hang up on angry customers. (Ironclad rule: Never hang up on a customer.)
3. Not returning phone calls or voice-mail messages, despite listing your phone number on your Website and/or in ads and directories. (Call customers back as soon as you can, or have calls returned on your behalf.)
4. Employees put callers on hold without asking them first, as a courtesy. (Ask customers politely if you can put them on hold; very few will complain or say, "No way!")
5. Employees put callers on a speakerphone without asking them first if it is OK. (Again: Ask first, as a courtesy.)
6. Employees eat, drink or chew gum while talking with customers on the phone. (A telephone mouthpiece is like a microphone; noises can easily be picked up. Employees need to eat their meals away from the phone. And save that stick of gum for break time.)
7. You have call waiting on your business lines, and employees frequently interrupt existing calls to take new calls. (One interruption in a call might be excusable; beyond that, you are crossing the "rude" threshold. Do your best to be prepared with enough staff for peak calling times.)
8. Employees forget to use the words "please," "thank you" and "you're welcome." (Please use these words generously, thank you.)
9. Employees hold side conversations with friends or each other while talking to customers on the phone or they make personal calls on cell phones. (Don't do either of these.)
10. Employees seem incapable of offering more than one-word answers. (One-word answers come across as rude and uncaring.)
11. Employees do provide more than one-word answers, but a lot of the words are grounded in company or industry jargon that many customers don't understand. (For example, don't casually drop in abbreviations such as APIs, ISVs, SMTP or TCP/IP.)
12. Employees request that customers call them back when the employees aren't so busy. (Customers should never be told to call back. Request the customer's number instead.)
13. Employees rush through calls forcing customers off the phone at the earliest opportunity. (Be a little more discreet. Politely suggest that you've got the information you need and you need to move on to other calls.)
14. Employees obnoxiously bellow "What's this in reference to?" effectively humbling customers and belittling their requests. (Screening techniques can be used with a little more warmth and finesse. If a caller has mistakenly come your way, do your best to point him or her in the right direction.)
15. Employees freely admit to customers that they hate their jobs. (This simply makes the entire company look bad. And don't think such a moment of candor or lapse in judgment won't get back to the boss.)

If you have your own "Customer Service" no no, email it to PRESS@telephonedoctor.com. Who knows, it could end up in one of our DVD training programs!

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Legislative Report

ILLINOIS HB1181

06/30/09 Introduced: 02/11/09

Expedites title applications

Sponsor: Beiser

Introduced: 02/11/09

Committee: Senate Transportation

05/20/09 Passed third reading. Passed Both Houses.

06/18/09 Sent to the Governor for signature.

08/17/09 Governor Approved. Public Act 96-0554

PASSED

ILLINOIS HB4597

06/30/09 Introduced: 07/13/09

Amends the Illinois Income Tax Act. Creates a deduction for any amount that is included in a taxpayer's federal adjusted gross income for the taxable year as a result of a voucher received under the Car Allowance Rebate System established under the federal Consumer Assistance to Recycle and Save Act of 2009.

Sponsor: Bost

Introduced: 07/13/09

Committee: House Rules

07/13/09 Filed with the Clerk by Rep. Mike Bost. First Reading

07/15/09 Referred to Rules Committee

11/20/09 No further action. Returned from spring session.

ILLINOIS HR431

06/30/09 Introduced: 05/20/09

The Office of the Secretary of State shall undertake an examination of the laws and procedures with respect to junking of vehicles and prepare a report.

Sponsor: Rose

Introduced: 05/20/09

Committee: House Vehicles & Safety

05/30/09 Assigned to Vehicles & Safety Committee.

Motion to Suspend Rule 25 (Suspension of Posting Requirements) - Prevailed by Voice Vote.

11/20/09 No further action. Returned from spring session.

ILLINOIS SB180

06/30/09 Introduced: 01/30/09

Amends the Recyclable Metal Purchase Registration Law. Provides that iron, steel, and other ferrous metals are included in the definition of "recyclable metal".

Sponsor: Watson

Introduced: 01/30/09

Committee: Senate Assignments

11/20/09 No further action. Returned from spring session.

ILLINOIS SB866

06/30/09 Introduced: 02/06/09

Junkyard Act. Makes a technical change in a Section concerning public policy.

Sponsor: Cullerton

Introduced: 02/06/09

Committee: Senate Assignments

04/23/09 Second Reading. Placed on Daily Calendar pending 3rd Reading

08/15/09 Pursuant to Senate Rule 3-9(b) / Referred to Assignments

11/20/09 No further action. Returned from spring session.

ILLINOIS SB941

06/30/09 Introduced: 02/06/09

AMENDED AND NO LONGER DEALS WITH:

Amends the Illinois Vehicle Code. Makes a technical change in a Section concerning stolen, converted, recovered, and unclaimed vehicles.

Eliminates the use of junking manifest, uniform invoice, or certificate of purchase as proof of ownership.

Sponsor: Muñoz

Introduced: 02/06/09

Committee: House Executive

10/27/09 House Floor Amendment No. 3 filed.

10/29/09 House Floor Amendment No. 4 filed and recommended for adoption. Amendment No. 2 withdrawn and Amendment No. 4 adopted. Placed on Calendar Order of 3rd Reading - Short Debate N/A



Are You Ready To Rock-N-Roll In Your Business?

By Dana Borowka, MA, CEO of Lighthouse Consulting Services, LLC

Today is the day to look beyond into the upcoming decade... to look at the many opportunities and open horizons that can be in store for you and your organization! This is the time to rally the people that you work with and begin to collaborate and gather ideas in the following areas:

- Improving efficiency
- Marketing and sales
- Opportunities for acquisitions
- Operational processes
- Cost efficient ways to do things differently
- Identify specific traits in people that you'd like to add to your team
- How to better mentor staff members

Those are just a few areas to explore. Looking out into the future you'll want to take advantage of some of the fresh talent that will be available. However, you'll need to be very selective as to who you'll want on your team. Managing down just doesn't work any longer. Understanding the strengths of an individual will help to promote a positive environment where people will want to share ideas that might not have been considered in the past. This is the time to build a positive repu-

tation so your company is a magnet for attracting top talent.

Thinking Outside of the Box

I was at a restaurant recently and asked to see if an item that I didn't see on the menu was available or if I had overlooked it on the menu. The restaurant didn't have the item, but the staff response set me back. The server stated, "Our goal is to think out of the box. To do what we can to please the customer so that positive word of mouth is shared and that will result in more business for us!" Isn't that what we all want... team members that will think out of the box... positive word of mouth about our business... to increase revenue. What we all need are people like that on our team. So the million dollar question is... how do we get staff members to think along those lines and how can we attract people like that?

What is Driving Your Top People

Learn what is driving your top talent people. If you help them to succeed you'll create a high level of retention and become a magnet for recruiting. Here are some action items for you to consider:

1. Use an in-depth work style and personality assessment during the hiring process and for current staff.
2. Use the data to manage, which in turn will reduce the learning curve for new hires and help to better understand current staff members.
3. Place individuals in positions that they can succeed in based on their strengths.
4. Take the time to constantly mentor and cre-



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ate plans to help individuals grow.

- 5 Identify traits of individuals that you want in your organization and target those individuals through specific messages in ads, on the web, through networking and association gatherings.

For your A players (your major contributors), play to their strengths and help them grow. Don't ignore them just because they are doing well. These are the individuals that if they don't feel engaged in helping the organization to continue to grow and improve, they'll leave.

For your B players, nurture them through mentoring so they can become A players down the road. For your C players, measure and possibly remove them if they are eating up your time. Never spend 80 percent of your time and energy on the people who are producing 20 percent of your results.

Peel the Onion

But don't write those C players off too fast. A small hotel chain had reservation reps that were not meeting the volume level that was being required. The manager thought they were just C players and was a very unhappy camper with his team. That person was placed in a different department and a new manager came in who sat down with each individual and then with the group. She discovered that 24 hours before a guest was going to arrive at the hotel property that a high percentage were calling in to verify the reservation and to get directions. This used up valuable call time, so as a team they brainstormed together and came up with a brilliant idea. Since the reps were asking for email addresses why not send an email confirmation 24-48 hours prior with a fun page welcoming the individuals and include links for weather and directions.

Guess what happened? Calls were reduced and the reps were able to take more calls for new reservations with less hold time. All because the manager took the time to ask questions to peel the

onion back to identify the underlying issue. When the reps were asked why this topic hadn't been addressed in the past they simply responded, "No one asked and we never thought of it".

Set Your Sights on the Future

Make the most out of this business time frame by helping others in your team to be successful, build a positive reputation, ask your team for ideas and contribute to the well being of the entire organization, train staff to mentor others and be on the look out for adding fresh talent to your team! Remember, it is important to be precise in what you are looking for and do a thorough job interview by asking probing questions, doing reference and background checks and utilizing an in-depth work style and personality assessment.

This is the time to set your sights on the future, deal with the present by supporting your team and ask for input. Set your organization on a course for long term success by using proactive and collaborative mentoring, management and vision. We'd love to hear about your successes.

To get a free copy of the Personics Matrix form which can help in working with your team and for new hire selections please click here.

If you'd like more information on this topic, you can order the book, *Cracking The Personality Code* by visiting www.crackingthepersonality-code.com. Or if you have additional topics you'd like us to address, please email us at



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Dana Borowka, MA, CEO and Ellen Borowka, MA, COO of Lighthouse Consulting Services, LLC have over 25 years experience in the area of business and human behavioral consulting. They have been helping organizations both nationally and internationally in raising the hiring bar through using in-depth work style assessments. They are nationally renowned speakers and radio personalities on this topic. They have built a well recognized organization that provides expert interpretation of in-depth work style assessments during the hiring process, providing a variety of workshops and assisting those with communication challenges. They are authors of the book, "Cracking the Personality Code". To order the book, please go

to www.crackingthepersonalitycode.com.

If you would like additional information on this topic or others, please contact your Human Resources department or Lighthouse Consulting Services LLC, 3130 Wilshire Blvd., Suite 550, Santa Monica, CA 90403, (310) 453-6556, dana@lighthouseconsulting.com & our website: www.lighthouseconsulting.com

Lighthouse Consulting Services, LLC provides a variety of services, including in-depth personality assessments for new hires & staff development, team building, interpersonal & communication training, conflict management, workshops, and executive & employee coaching.

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Making Successful Changes

By Ellen and Dana Borowka

I'm sure you've had times in your life when making a change becomes a big challenge. Perhaps you want to change how you deal with certain situations or a part of your lifestyle like your diet or exercise. Change is very difficult no matter what we want to change. We start out with good intentions then for one reason or another; we go back to the way we've always done something. So, how do we make changes that stick?

What is blocking change?

Well, the first piece of the puzzle is looking at what is blocking the change. Sometimes, we just want a problem to disappear, so we make changes as a "fix-it" solution. Fix-its are rarely good changes as they are usually based on unrealistic or unreasonable expectations of a situation or ourselves. Like those times, when we may have stopped eating altogether to lose some weight or took a vacation to fix a troubled relationship. First, it helps to take a realistic view of the situation to be changed and have an understanding of the limitations and strengths involved.

Understanding our limitations

For example, if you want to change a troubled relationship, whether family or work, one should have realistic expectations of both one's self and those involved. It would be frustrating and unhealthy to expect to be able to change another person or control the relationship to make everyone happy. We can only change our own behavior and ourselves. It's important to have a balanced perspective of the situation. We can't expect to make magical changes or to 'save' those around us.

At the same time, we should not try to underestimate our strengths and abilities. If you have trouble evaluating the situation, then be sure to get feedback from unbiased and supportive friends, counselors or clergy.

Finding our focus

Sometimes, we want to change something that is so big that we feel overwhelmed. So, we end up either trying to put band-aids on this big problem or give up altogether. It's helpful to focus only on parts of the problem and take one piece at a time. For example, let's say an individual doesn't feel good about him or her self. If that person would try to change everything at once, he or she would probably give up. An alternative would be to pick one thing to change, like shyness, and focus on that first. However, whenever making changes in one's self, please get a realistic viewpoint from others. We are often very demanding of ourselves and may try to change what doesn't need changing at all. This violates our true self - our style and sense of being, because we deny who we are. Sometimes, the change we have to make is appreciating who we are and that is a big change!

What are my motives for change?

Once you have focused on to a specific and manageable problem, ask yourself some questions about it. Why do you want to change it?

What about the situation do you want changed and why? What are you expecting to get out of this change? At this point, motives for the change need to be examined in depth to see if they are healthy reasons. For example, if you want to lose weight to



please others or because you don't like yourself, then there may be bigger issues at stake. Look at what is underneath the problem and ask yourself, "What is really bothering me about this situation?" These issues need to be looked at. Otherwise, the change would only be at the surface, and surface changes do not last very long nor solve the real problem.

Taking small steps to change

Next, consider one small step you can take to begin the change process. An old Chinese proverb says, "The man who removes a mountain begins by carrying away small stones." Change is much easier and less scary when it is done in small steps. For example, to work on shyness, one might begin by saying hi to the neighbors or the cashier at the supermarket and work up to small, light conversations with others. Then eventually build up to possibly joining a club and participating in activities or committees. The key is taking small steps in change, rather than overwhelming, sweeping changes. A good example of small changes is when I wanted to get back into doing artwork, but froze when I sat down in front of the blank canvas. So, I started out with using crayons and letter-sized paper, and just making shapes and using different colors together. I told myself that the end result doesn't matter (lessening expectations and self-judgement), and what was important is the experience of creation (refocusing on the true need). This made the process less intimidating so I could get back to something I loved so much. From those small steps, I moved on to using different materials and techniques while feeling more confident in my artistic abilities.

Slow change creates significant progress

Once you have discovered a good small step - put it into action. Depending on severity of the problem, one may need to start out very slowly

with the first step and repeat a few times for significant progress to be made. For example, if one is very shy, the first step might be repeated once or twice a week, and work up to doing it daily until one feels more comfortable to move onto the second step.

Celebrate and record your progress After each step, celebrate your small step even if you feel the result was not as you expected. Remember that when you first started learning something new, like riding a bike, you probably didn't do it perfectly. It took patience, practice and perseverance. Celebrate your courage, the experience of change, and your desire to take care of yourself. It is important to celebrate and appreciate yourself when you are in the change process. Record your progress and achievements. This can instill a sense of accomplishment as well as help to identify any further trouble spots in your progress.

Support is a necessity

Most of all, support is crucial during change. Seek support and feedback from understanding friends and others. Find a friend who shares your goals so you can help each other in making changes. Recognize that change is very hard and scary. As I said previously, we are very demanding on ourselves. We expect ourselves to be perfect and handle everything with ease. In actuality, we are

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human. It is ok to struggle and to be afraid as long as we don't allow the fear or obstacles to block our progress. Give yourself support by challenging self-criticism, and telling yourself nurturing statements daily. Some examples of a nurturing statement are, "I appreciate myself for who I am" and "It's ok to be imperfect."

Fear of failure

Finally, a big obstacle for change is our natural fear of failure. There are two quotes that can give us perspective on failure. The first is, "Failure is never final! The only time you can't afford to fail is the very last time you try. Failure does not mean we should give up; it just means we have a reason to start over." (Don Shelby) The second, by Samuel Johnson, "Great works are performed not by strength but by perseverance." We may get frustrated or disappointed, and yet, we need to venture on in spite of these obstacles. Change comes through with patience and determination to overcome the challenge that has confronted us.

Dana Borowka, MA, CEO and Ellen Borowka, MA, COO of Lighthouse Consulting Services, LLC have over 25 years experience in the area of business and human behavioral consulting. They have been helping organizations both nationally and internationally in raising the hiring bar through using in-depth work style assessments. They are nationally renowned speakers and radio personalities on this topic. They have built a well recognized organization that provides expert interpretation of in-depth work style assessments during the hiring process, providing a variety of workshops and assisting those with communication challenges. They are authors of the book, "Cracking the Personality Code". To order the book, please go to www.crackingthepersonalitycode.com.

If you would like additional information on this topic or others, please contact your Human Resources department or Lighthouse Consulting Services LLC, 3130 Wilshire Blvd., Suite 550, Santa Monica, CA 90403, (310) 453-6556, dana@lighthouseconsulting.com & our website: www.lighthouseconsulting.com

Lighthouse Consulting Services, LLC provides a variety of services, including in-depth personality assessments for new hires & staff development, team building, interpersonal & communication training, conflict management, workshops, and executive & employee coaching.

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Update on Illinois Mercury Switch Removal Program

by Becky Jayne

Update on GM Participation in ELVS

We are pleased to report that "Old" GM has rejoined End of Life Vehicle Solutions (ELVS). "Old" GM was not a member of ELVS between July 1, 2009 and October 26, 2009. As a result recyclers were not reimbursed for GM switches they turned in during that time frame. Payments have resumed, and ELVS will be issuing checks for switches received after June 30, 2009.

Annual Reports

We are frequently asked if auto recyclers must send Illinois EPA an annual report if they already submitted removal logs with their bucket of mercury switches. The answer is "yes." Under Illinois law, facilities are required to provide information on the number of vehicles processed and mercury switches removed by make, model and year. The purpose of the annual report is to help the state



evaluate and report on the progress it is making in keeping mercury out of the environment.

Reimbursement

If your facility wants to be reimbursed for the switches removed, it must include a copy of the removal log in the bucket of switches sent for recycling. Removal logs must be kept on site for three years.

Replacement Buckets

ELVS requires participants to call

Environmental Quality (EQ) for a replacement collection bucket. To order a replacement bucket, ELVS recommends that facilities call two weeks in advance before sending in a bucket for recycling. This will ensure that your replacement bucket arrives in time. The phone number for EQ is 734-547-3587.

Becky Jayne is an Environmental Protection Specialist with Illinois EPA. If you have any questions about the Illinois Mercury Switch Removal Program, please contact her at either Becky.Jayne@illinois.gov, or 217-524-9642.

Our Changing Industry

By Bob Hoffmann

Everyone working in our industry is acutely aware of the fact that changes continually take place. Vehicles change, Processes change, Technology changes, Laws change, Customers attitudes and needs change, but most importantly, the people change.

Back in 1984, when I first accepted employment in our Auto Recycling industry, it seemed like many of the old “industry leaders” were leaving, and many new leaders were coming forward. As time passed I came to realize that this is an ongoing situation, and perfectly normal. There are always some folks who seem to have been involved at state and national association levels “forever” that are leaving, and that is generally noticed. At the same time, and often less noticeably, other individuals begin to get involved and work with those that have not “been around forever”, but are no longer completely new to leadership positions.

This process has served auto recyclers well for many years, and our industry has been blessed with

an abundance of very dedicated individuals who have worked to help all of us survive a vast array of changes.

Now, as it is my time to leave, it’s good to see a lot of young men and women who are coming forward to lead the auto recycling industry into the future.

I began my career in auto recycling after 25 years of working in new car dealerships, and so, got a late start as compared to the many second and third generation auto recyclers that I’ve met along the way. Even so, I’ve witnessed and adapted to a multitude of changes in our industry over the past 25 years. Some folks have even said that I caused or affected some of those changes. I take that as a compliment.

With all of the changes, I am glad to be able to say that one of the very first things that I realized about auto recyclers has not changed. It is the fact that while they are competitors in the marketplace, for the most part they still tend to help each other



Auto & Truck Recyclers of Illinois Industry News

Page 26

January/February 2010

through the sharing of knowledge gained from experience. This is most evident at state association meetings and at the annual ARA convention, but it happens everyday as well.

Personally, I've been fortunate enough to have attended many state, regional, and national conventions and seminars, and also to have had the privilege of serving numerous terms on the Board of directors of CARS of WI. What I know today about our industry and its relationships with the auto repair and insurance industries is little more than the accumulation of bits of information gathered over the years from industry leaders and combined with the results of some of my own experiences. I've always tried to share this with others in our industry, and, if I was successful, I trust that they will share their accumulated knowledge with the young people who will be leading auto recycling into the future.

I've never been a salvage yard owner, just an employee, but I've always made it a point to try to associate with the people who were leading the industry, both locally and nationally. I've often wondered why I was welcomed by these leaders, but I can honestly say that I would never have been able

to accomplish most of what I have over these past years if it weren't for the support and the friendship of all of those people.

In leaving I can only suggest one last time to all business owners that you take advantage of what your state association and ARA offer, and that you make it a priority to get your key employees involved in the industry, not just employed at a salvage yard.

My "retirement present" from the auto recycling industry is; the people I've met, the knowledge I've gained, the friendships that have developed with great people all across the country, and a wealth of great memories.

My immediate plans include "unwinding" in Lake Havasu City, Arizona, Dec through April, and a 3-4 month "camping trip" in Alaska next summer.

After that I may decide to try to establish a way to again work with auto recyclers in some fashion, but I'm reasonably certain it will not involve full time employment.

In the future I can be reached at 715 356-5941, just leave a message and I'll return your call when I get off the golf course, back from fishing, or home from whatever trip I might be on when you call.

I wish you all good health, happiness, and prosperity,
Bob Hoffmann

"Bite off more than you can chew, then chew it. Plan more than you can do, then do it."

*Anonymous
Attitude is Everything*

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Des Moines, IA

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Iowa, Illinois, & Indiana

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Parking***

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For exhibit information please contact:

Michelle Lechner 877/880-2874

or Kelly Salseg 515/943-3516

Watch your mail for more details!

Save The Date!!! Save The Date!!! Save The Date!!!

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Auto & Truck Recyclers of Illinois

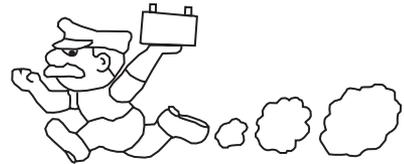
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